

WMC

# ORDER



Flight Dates 10/06/12-10/12/12

Contract / Revision 833176 /

Original Date / Revision  
10/05/12 10/05/12

Advertiser Phillips, Flip

Agency Strategic Media Placement.

Buying Contact Whitney Eversole

7669 Stagers Loop  
Delaware, OH 43015

Product

PHILLIPS FOR SUPREME COURT (

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office T-PHI

Sales Region National

Agency Ref

Order Sep 00:30:00

Estimate # 2829

Alt Order # 6364985

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL685

Priority P 4

Advertiser Ref

Primary Account Executive  
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WBUY	%	
WHBQ	%	
WKNO	%	
WLMT	%	
WMAV	%	
WMCT	%	
WMCW	%	
WPTY	%	
WPXX	%	
WREG	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	27	\$9,031.25	\$10,625.00	0.00	10/01/12	10/12/12	27	\$9,031.25	\$10,625.00
Totals	27	\$9,031.25	\$10,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount													
N 1	WMC	10/08/12	10/12/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MTWTF--	:30	5	\$350.00	P 4	0.00	NM	5	\$1,750.00												
<div>1</div> <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>MTWTF--</td> <td>5</td> <td>\$350.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/08/12	10/14/12	MTWTF--	5	\$350.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/08/12	10/14/12	MTWTF--	5	\$350.00	0.00																						
N 2	WMC	10/08/12	10/12/12	NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P 4	0.00	NM	5	\$1,250.00												
<div>2</div> <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>MTWTF--</td> <td>5</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/08/12	10/14/12	MTWTF--	5	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/08/12	10/14/12	MTWTF--	5	\$250.00	0.00																						
N 3	WMC	10/06/12	10/06/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00												
<div>3</div>																											



### Hiatus Dates

Order Sep 00:30:00

Product **PHILLIPS FOR SUPREME C** Estimate # **2829**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WMC	10/06/12	10/06/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00
3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$350.00		0.00			
N 4	WMC	10/07/12	10/07/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----S	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$225.00		0.00			
N 5	WMC	10/08/12	10/12/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	MTWTF--	:30	5	\$400.00	P 4	0.00	NM	5	\$2,000.00
5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$400.00		0.00			
N 6	WMC	10/06/12	10/06/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00
7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$350.00		0.00			
N 7	WMC	10/07/12	10/07/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----S	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$200.00		0.00			
N 8	WMC	10/08/12	10/08/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$600.00		0.00			
N 9	WMC	10/08/12	10/12/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	MTWTF--	:30	5	\$600.00	P 4	0.00	NM	5	\$3,000.00
10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$600.00		0.00			
N 10	WMC	10/06/12	10/06/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----S-	:30	1	\$400.00	P 4	0.00	NM	1	\$400.00
11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
N 11	WMC	10/07/12	10/07/12	Late News Following NFL Late News Following NFL	Comm	SUN 1030-11p	-----S	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$500.00		0.00			
Totals														27	\$10,625.00

REP HEADLINE# 6364985  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/12 12.11  
\*\*\* WMC-TV \*\*\*

ADV # ADV. NAME POLI/E PHILLIPS/R/JUG/MS REP. # OFF. # SALESMAN #  
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN PH- JIM QUINN

DELAWARE, OH 43015

ORDER # 833176 CONTRACT # 6364985 CLASS: NATL. LOCAL REGIONAL

PRDCT PHILLIPS FOR SUP CRT EST#2829 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT6/12 OCT12/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 12.11

REP: NEW POLITICAL ORDER  
FD: 10/6 - 10/12  
TEL: \$10,625  
PLS CNF  
THANKS  
ANGELA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FLIP PHILLIPS FOR SUPREME COURT

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2829

1			600A-700A	30	4	\$350.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
2			700A-900A	30	4	\$250.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
3			500A-600A	30	3	\$350.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												

5-530P

10/5/12

REP HEADLINE# 6364985  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT5/12 12.11  
\*\*\* WMC-TV \*\*\*

LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:  
: LINE#: : : : : : : DATE : DATE : /WK: INVT : : SPTS:

4	800A-900A		30	3		\$225.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
5	500P-530P		30	4		\$400.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
7	600P-630P		30	3		\$350.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
8	500P-530P		30	4		\$200.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
9	530P-700P		30	4		\$600.00	10/8	10/8	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
10	1000P-1035P		30	4		\$600.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
11	1000P-1030P		30	4		\$400.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
12	1000P-1030P		30	4		\$500.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
OCT/12	10625.00											

CONTRACT TOTAL 10625.00  
TOTAL SPOTS 27

MARKET TOTALS \$27,960 WMC 38% WHBQ 23% WREG 38% WPTV 1% WMTW 0% WPKX 0%  
SVC- NSI  
DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date**

I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

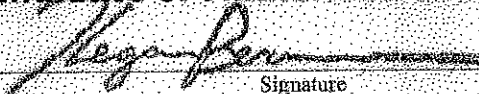
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/3/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



**Political Inquiry Form**

To: Station Political File  
cc: Station Political Specialist  
TeleRep Political File  
TeleRep Office File

Date: 10/5/12

Account Executive: Jim Quinn Office: Philadelphia  
Name of Candidate/ Richard "Flip" Phillips  
Issue: \_\_\_\_\_  
Political Affiliation: Republican  
Election Date: 11/6/12 Type of Election: General  
City, Station Municipality: WMC-TV 1960 Union Ave Memphis, Tennessee 38104  
Office Sought: Mississippi Supreme Court - District 3, position 3  
Issue Topic \_\_\_\_\_

Inquiry Made By: Whitney Eversole  
Agency / Organization: Strategic Media Placement  
Address: 7669 Stagers Loop Drive  
Delaware, OH 43015  
Telephone: 740-201-5530 Fax: 614-537-1390

Sponsoring Group / Committee: Friends of Richard "Flip" Phillips  
Address: PO Box 62  
Batesville, MS 38606  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Committee Members...Chairperson: \_\_\_\_\_  
Treasurer: \_\_\_\_\_ Other: \_\_\_\_\_  
Commercial Length: :30 \*\* :60 Other: \_\_\_\_\_

Programs / Dayparts Requested:  
All

Station Offer: \_\_\_\_\_

Station Political Disclosure Statement:  
Submitted to: Whitney Eversole Date: 9/7/12  
Received by: Email



## 2012 POLITICAL GUIDELINES

### ACKNOWLEDGEMENT

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning rates, discounts, preemptibility, clearance package plans, and opportunities for negotiation.

WMC-TV Acknowledgement of disclosure to candidate

Richard "Flip" Phillips  
Printed Name of Candidate

MS SUPREME COURT - DISTRICT 3  
Printed Title of Office Candidate is seeking

Email  
How disclosure made available to Candidate  
(fax, mail, in person, e-mail, etc.)

\_\_\_\_\_  
Phone Number of Candidate

\_\_\_\_\_  
Fax Number of Candidate

*WMC-TV adheres to all political rules and regulations  
as dictated by the Federal Communications Commission  
and the Federal Election Commission.*

DON FISHER  
WMC-TV CHANNEL 5  
1960 UNION AVENUE  
MEMPHIS, TN 38104  
TELEPHONE: 901.726.0470  
TELEFACSIMILE: 901.276.6851



**STRATEGIC MEDIA PLACEMENT**  
**PHONE: 740-201-5500**

**BROADCAST AND CABLE TV TRAFFIC INSTRUCTIONS**

date 10/4/2012  
to Traffic Department  
contact Kegan Beran - Whitney Eversole - Greg Phelps  
CLIENT RE: MS SUPREME COURT FLIP PHILLIPS

**FLIGHT DATES: 10/5/2012 - TFN**

<b>Spot Name</b>	<b>Spot #</b>	<b>Spot Length</b>	<b>Rotation</b>
Flip	TVGENPHIL1201H	00:00:30	100%
Flip	TVGENPHIL1201	00:00:30	100%

**BROADCAST AND CABLE TV**

<b>TV STATION/CABLE SYSTEM</b>	<b>DMA</b>
3043	Memphis, TN
7569 CABLE ONE	Memphis, TN
7956 RIPLEY	Memphis, TN
8315	Memphis, TN
9059	Memphis, TN
9129	Memphis, TN
9624	MEMPHIS, TN
9935 ATAT	Memphis, TN
WHBQ	Memphis, TN
WLMT	Memphis, TN
WMC	Memphis, TN
WPTY	Memphis, TN
WREG	Memphis, TN